

# Naffiti

CRYPTO ULTRAVERSE

The super platform where you can find the NFT Marketplace, GameFi, DeFi all in one place - enabling users to connect, create, sell, buy, and stake NFTs like never before. The community-based driven economic provides equal chances for all users to win the game. Equipped with the cross chain and other essential functionalities, **Naffiti is the ultimate new CRYPTO ULTRAVERSE.**

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**NAFFITI** - Naffiti is the super platform where you can find the NFT Marketplace, GameFi, DeFi, and NFT Financing all in one place, enabling users to connect, create, sell, buy, and stake NFTs. These versatile functions and features provide a seamless crossover user experience on the Game NFT, Entertainment NFT, Music NFT, Movie NFT and NFT Financing for all kind of NFTs. **Naffiti is the ultimate new (NFT as a Service) NaaS Platform.**

The Naffiti Ultraverse aims to build an metaverse ecosystem, in which consists of various GameFi and NFT Financing domains. Naffiti leverages GameFi, NFT blockchain and DeFi Smart Contract technologies to develop and build this ultraverse portfolio of crypto products and games. The community-based driven economic provides equal chances for all users to win the game and equipped with the cross chain and other essential functionalities

We're proud to be the first and largest Blockchain Ultraverse in Asia.

## Executive Summary

**Naffiti provide “NFT-As-A-Service” (“NaaS”) that integrate latest NFT blockchain technology into existing and even new business models of various GameFi and NFT Financing projects - enabling smaller crypto projects to provide proof of concept/proof of value. By doing so, Game companies big and small can easily leverage this disruptive technology and revolve their traditional core gaming businesses into GameFi.**


As for bigger scale projects, Naffiti provide a sandbox lab and encouraging more GameFi experiments so that prominent innovations can be tested within the well-established Crypto and DeFi market that boost the chance for wider adoption in Asia and beyond. On top of that, Naffiti also build sustainable partnership with gaming companies to become a leader in digital entertainment, blockchain, and gamification.

Naffiti has been aggressively developing strategic business partnerships with various Asian entertainment companies to publish their IPs, including movies, songs, artists, music videos, and other digital asset into NFTs - providing various NFTs supplies and demands by gathering celebrities and fans in one super platform.


A central and core part of our vision is that open protocols like Ethereum and standards like ERC721 and ERC1155 will enable vibrant new economies and benefit more people like never before. We're providing tools that allow users to trade their assets freely, creators to launch new digital works, and developers to build rich, integrated marketplaces for their digital assets.




main missions are:



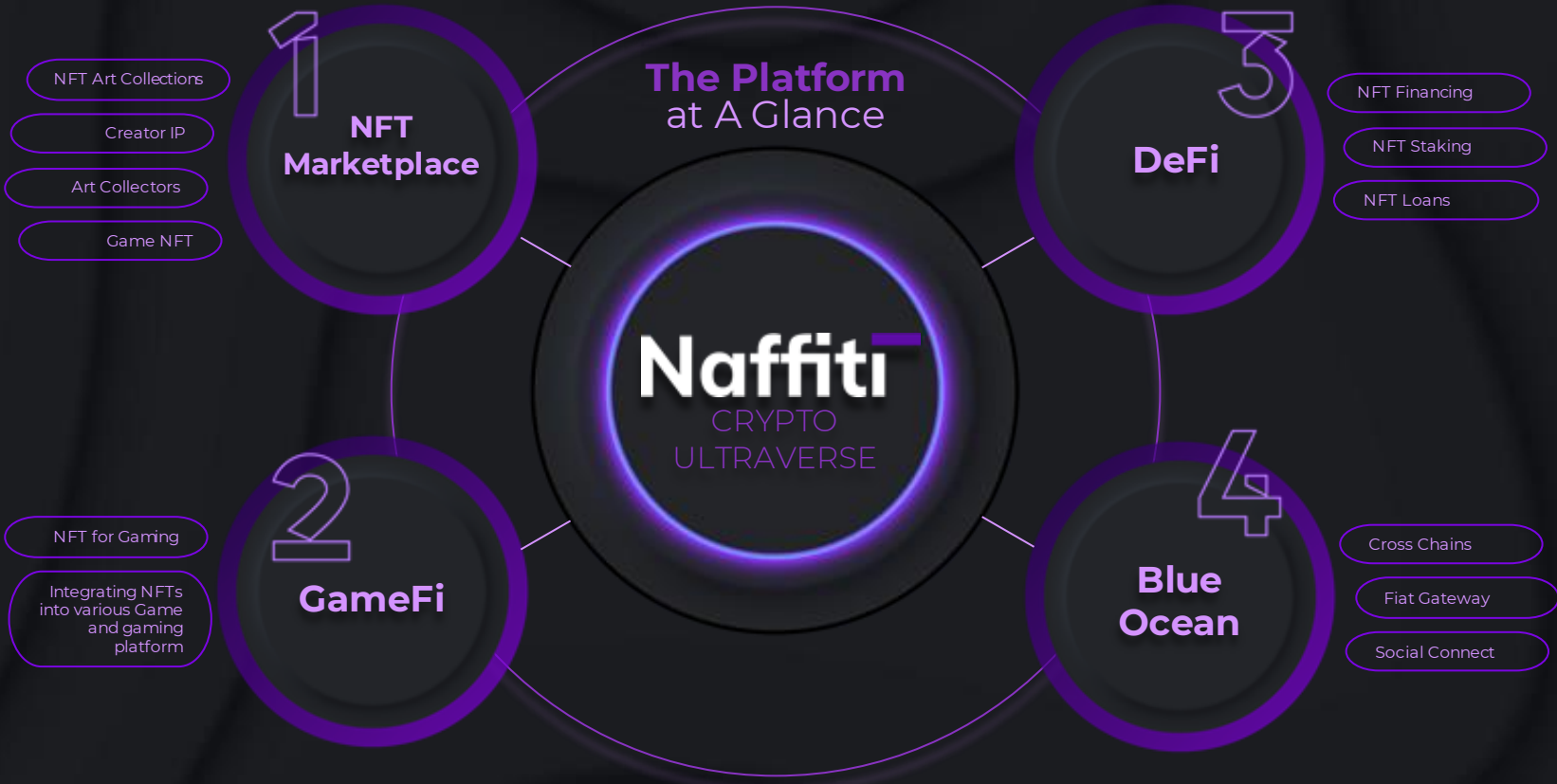
**Become the ultimate NFT as a Service (NaaS) pioneer and to raise income floor of the outdated industries through digital transformation using Blockchain-based tech.**



**Provide gateway for IPs to go directly to the market without it going through the incumbent gatekeepers.**



**Become the GameFi as a Service (GaaS) - the new source of income for many game players around the globe.**



# The Founder



## ANTHONY LEUNG

THE EXPERIENCED VALUE  
CREATOR IN TECHNOLOGY

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Anthony Laung is an influential figure in the core movement of digital transformation in Hong Kong and East Asia:

- Founding member of Blockchain Technology Assurance Institution <https://btainstitution.org>
- Certified Member of FinTech Club Hong Kong
- Founding Director of Hong Kong General Chamber of Cross Border E-Commerce <http://www.hkgcce.org>
- Founding member and Executive VP of HONG KONG O2O E-COMMERCE INDUSTRIES FEDERATION <https://www.hkoef.org>
- Advisor of The Chamber of Hong Kong Logistics Industry and HENGQIN FTZ (HONG KONG) REPRESENTATIVE OFFICE

## The Co-Founder



### Hanjin Tan

Award winning singer/producer  
Winner of 2011 Hong Kong Film Award  
1st Chinese Music NFT

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Hanjin believes that NFTs can raise the income floor for creators struggling below the poverty line. He has been evangelizing this since April 2021.

Hanjin's 1st and 2nd drops are music NFTs that demonstrate a use case for musicians to reference. His 1st drop proved the case for music NFTs on ethereum while the 2nd dropped was 77 copies at 7 BNB as a proof of viability on BSC which was sold out within 1 minute.

<https://variety.com/2021/biz/asia/nft-non-fungible-token-asia-music-1234984991/>

coindesk spotlight: <https://www.youtube.com/watch?v=uYgY1AkEyo0>

The Investors & Partners



**Kingkey Group**

**Masan  
Multi Strategy  
Fund**

# Naffiti

## Platform Features

- **Stage 1:** NFT Marketplace (Primary and Secondary Market Place)
- **Stage 2:** GameFi  
The next big thing in the crypto world
- **Stage 3:** DeFi
  - NFT Financing
  - NFT Staking
  - NFT Loans
- **Blue Ocean Opportunities:**  
NFTs 2.0 and the first super app of crypto world in Asia

# Naffiti Platform Features

## **Stage 1: NFT Marketplace**

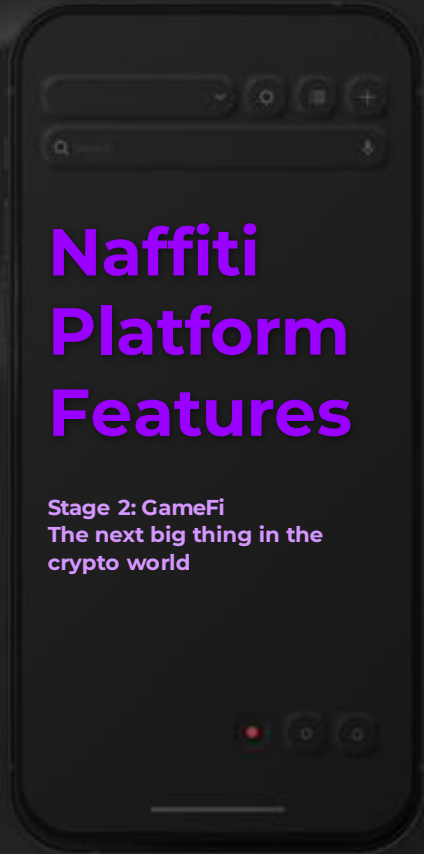
One-Stop NFT Marketplace  
Where Community-Based  
Economy Thrive and  
Prosper

**NAFFITI aims to be center market where the NFT assets are created, minted, and traded. It will be a complete one-stop ecosystem for creators, investors, sellers, and buyers.**

It will create its community-based economy where primary and secondary market meet in one place. NAFFITI leverages the Ethereum blockchain to embed within an NFT's code the full history of its owners and transactions.

One interesting feature of NFTs is the ability to program royalties, or the rights to future cash flows, within these assets. This means that creators on NAFFITI can set a percentage of future sales and collect them automatically by issuing a token.

This is a major feature drawing creators to this technology, because unlike with traditional content platforms, NFTs can be designed to pay out royalties immediately.



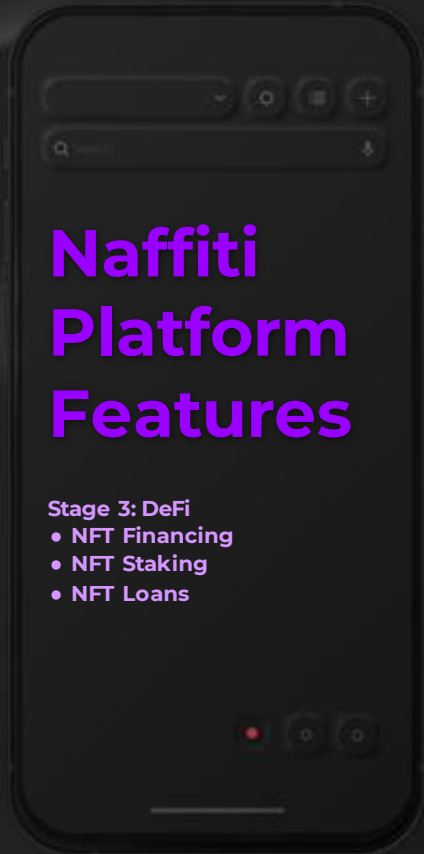
GameFi is a new term in the field of gaming industry, which refers to games that have been developed with an innovative, economic and financial look based on the blockchain and cryptocurrencies.

Practically, GameFi is combining Game and DeFi into one word. GameFi is the gamification of financial mechanisms where users can earn profits by playing games. If cryptocurrencies have been used for investment and speculation to date, this new wave of GameFi tokens will introduce a new application for cryptocurrencies to the community.

**GameFi sector is providing users with the opportunity to earn lucrative rewards, gaming is no longer a waste of money, and it's actually about making money.**

Naffiti is proud to announce that we will onboard hot shot partners to provide 360 next level crypto gaming experience on the platform.

**GameFi is the next big things in the crypto world.**



# Naffiti Platform Features

## Stage 3: DeFi

- NFT Financing
- NFT Staking
- NFT Loans

**When it comes to making money with crypto, users as investors have many different avenues and opportunities to contemplate. Investors may consider personal investments in coins, earn interest by participating in DeFi lending pools, stake coins to earn additional coins, and much more.**

DeFi draws inspiration from blockchain, the technology behind the digital currency bitcoin, which allows several entities to hold a copy of a history of transactions, meaning it isn't controlled by a single, central source. That's important because centralized systems and human gatekeepers can limit the speed and sophistication of transactions while offering users less direct control over their money. DeFi is distinct because it expands the use of blockchain from simple value transfer to more complex financial use cases.

Financial regulatory solutions for crypto would help investors know which cryptos to invest in, as some projects are clearly unregistered securities, while others like Bitcoin have been determined to be commodities, and hence are safe to invest in. DeFi platforms are willing and able to help regulators across many jurisdictions around the world to ensure that markets are safe, and everyone is included.

**Imagine you find all those functionalities in one single ecosystem Naffiti provides.**

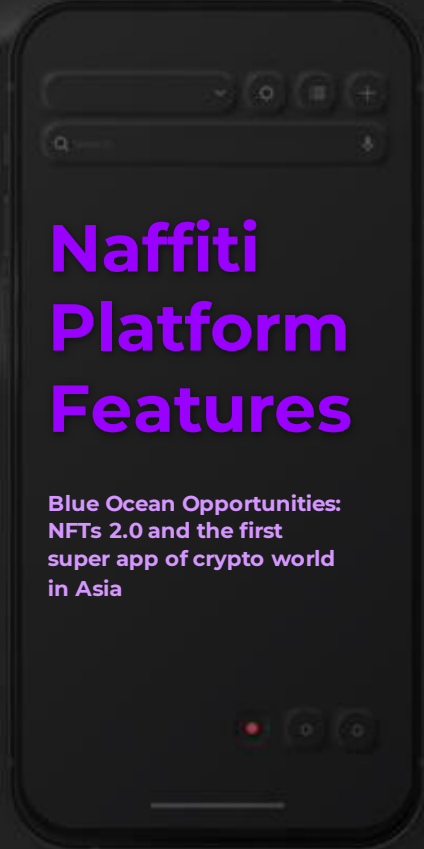


**Huobi ECO Chain (HECO)** is a decentralized and cost efficient public chain that Ethereum developers can easily get started to create smart contracts and digital assets. The whole platform is based on the PoS (Proof-of-Stake) protocol. Its block interval is 3s that supports over 500 TPS (transaction per second).

HECO is fully compatible with EVM programming, which simplifies the process of bridging assets from Ethereum to HECO. The cross-chain wallet providing versatility for the users to move around different wallet chains.

**The core assets TVL on HECO reaches USD 1 billion - proving that HECO is a trustworthy platform under Huobi Global.**

**HECO is the backbone of the GameFi and DeFi functions of Naffiti.**



## Naffiti Platform Features

**Blue Ocean Opportunities:  
NFTs 2.0 and the first  
super app of crypto world  
in Asia**

NFT Eco-Community refers to a social platform built around NFTs, a place to look up stats, trade notes with like-minded collectors, and eventually with other social features that we believe will make NFT market transactions more informed and more fun.

The NFT Marketplace will embed social interactive functions similar to Facebook or Instagram or other social media platforms within the marketplace for better community ecosystem development.

Through their community and analytics product, Naffiti Social Media Platform plans to be the first truly social platform built around NFTs, a place to look up stats, trade notes with like-minded collectors, and eventually a slew of other social features that we believe will make NFT transactions more informed and more fun.

**Naffiti provides array of features and functions all in one super app that creates Naffiti crypto ultraverse:**

- **Cross Chain (ADA, SOL, HECO etc)**
- **Fiat Gateway with various payment opportunities** (Visa, Master, Credit Card, PayPal, BTC, ETH etc)
- **Social Connect Feature**

**This is what we call as NFTs 2.0**



# Naffiti

## Next

- Roadmap
- NAFF Super Token
- Tokenomics

# The Roadmap

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The text "NAFF At A Glance" is positioned on the left side of the slide. "NAFF" is in a large, bold, purple font, while "At A Glance" is in a smaller, bold, purple font below it. The background behind the text features a series of concentric, light-colored circles that create a tunnel-like effect.

**Naffiti is built from the ground up on the Ethereum blockchain infrastructure & uses Naffiti Token (“NAFF”) as its exclusive on-platform currency.**

The Naffiti Exchange Platform will be the center of Asian NFT marketplace for celebrities to issue their own ERC-20 fungible utility token designed to recognize and reward the efforts of the communities and to unleash the hidden value on creators’ digital IP.

**Today, we’re proud to be the first general marketplace for digital items, supporting multiple blockchains, with the broadest set of categories and the best prices for new emerging asset classes.**

As a company, we’re thrilled to be at the center of this growing industry, and will continue to invest in our core infrastructure as we build the most accessible marketplace for everyone.

# NAFF Super Token

**NAFF token will act as the SUPER TOKEN that will enables users to use it across Naffiti's different functions - the NFT Marketplace, GameFi and DeFi functions.**

NAFF is the native governance token of the Naffiti crypto ultraverse, designed to be used across different functions within the platform and reward active platform users with a voice on the platform's future. **NAFF Super Token boost the GameFi experience by enabling gamers to buy game NFT from Naffiti and play it on different gaming platforms.**

NAFF has been created to give Naffiti community the power to influence decisions and incentivize active participation. As we are growing in numbers and expanding our presence on the market, we decided to take a shift towards a becoming a fully Decentralized Autonomous Organization.

Collectors and creators to vote on multiple upgrades and decide how the platform should develop further. This makes the governance of the platform directly responsive to our most active users and brings Naffiti closer to being a public good operated by the community members who value it most.

# How it works

**Naffiti is a marketplace aiming to link sellers (typically content creators such as digital artists, model creators or meme makers, game item makers) with buyers who can select pieces they wish to purchase. To turn their work into an NFT, creators must first “mint” a token using Naffiti's software.**

The ultimate goal of Naffiti is to evolve into a fully Decentralized Autonomous Organization (DAO), where all governance and decision rights belong to the platform users. By providing creators and collectors with the opportunity to propose and vote on platform upgrades, we make sure that the platform becomes a public good, responsive directly to its community members. On Naffiti, you have a voice, and your voice is heard.

# Super Token Value

I

## Voting on system upgrades

The key part of token holder rights is to have influence over the platform development. If community wants it — everything is possible. Holders of NAFF can submit and vote on proposals about:

- Naffiti's trading fees
- new Naffiti features to be developed or implemented by our team
- the use of NAFF to further decentralize the governance and development of Naffiti

II

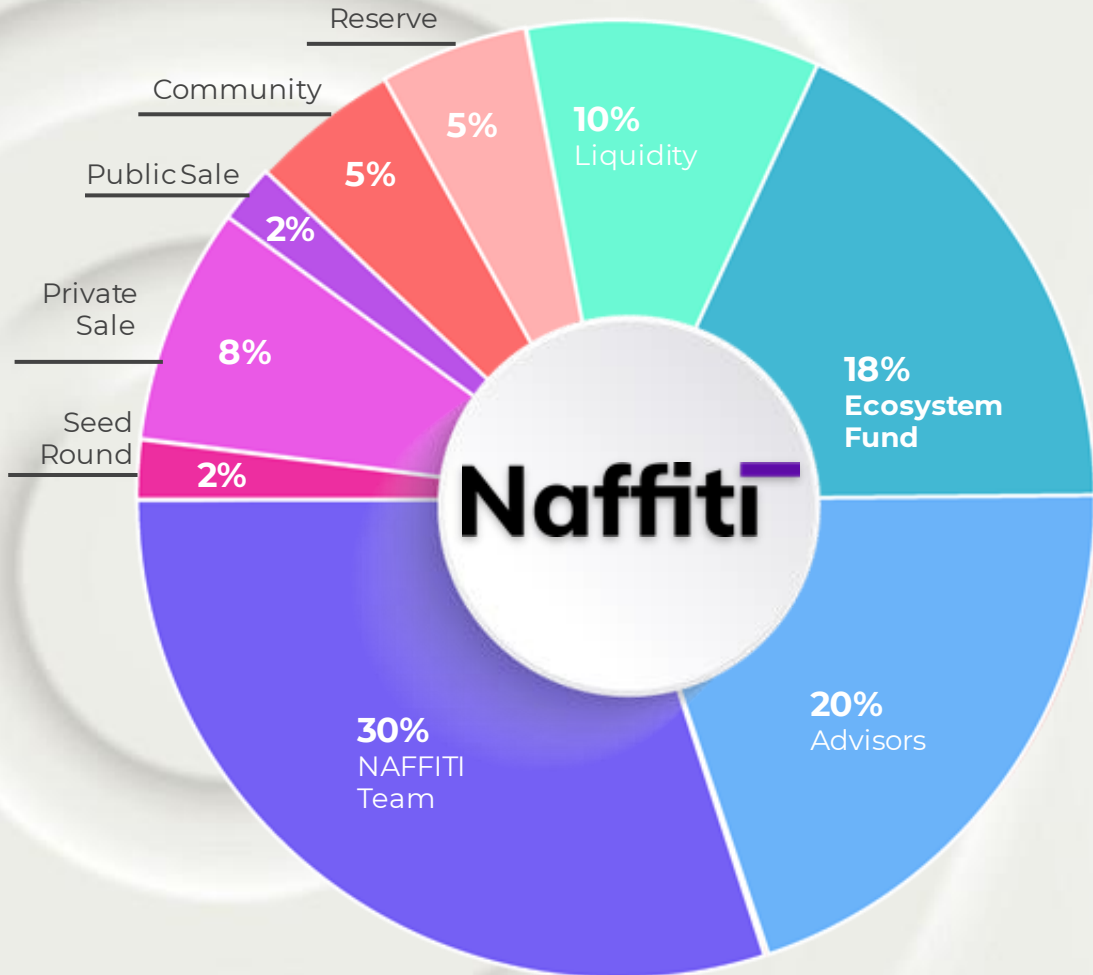
## Moderating creators on the platform

Establishing community-based moderation is a challenging task. We are considering implementing a system analogous to Aragon Court or entering a partnership to solve it.

III

## The On-Platform Currency

Buy, Sell, Vote, Trade, Stake, Liquify



# Tokenomics

Token : NAFF  
 Supply : 10,000,000,000

NAFF Token Offerings (“NTO”) are a fair way of launching new partners on the Naffiti platform.

In this way, NAFF are available to everyone before it reaches the marketplace. It also guarantees early adopters and superfans a specific price point at which they can get their favourite NAFF to become decision makers.

Naffiti Team, Ecosystem Fund will have a 3-months cliff and vesting for 24 months after IDO. Advisor Tokens will be locked for vesting for 12 months after IDO.

# Naffiti

Community  
Based  
Economy

# Community Based Economy & NFT

And here is where **Community Based Economy** comes into the picture. Community Based Economy is a community-driven process where communities identify and initiate their own solutions to economic, social and environmental issues to build healthy, economically viable communities. The community-based economy forms the third core of the sharing economy.

**The primary purpose of initiatives belonging to the community-based economy is to contribute to a community project, to create social bonding, to promote values or to achieve a social mission through a collective project.**

# Growing the Community

When we provide the platform for the community to grow - this will automatically creates a cycle of demands and supplies.

## Simple principles:

- **The bigger the community, the bigger the network.**
- **The bigger the network, the more the demands and supplies.**
- **The more the demands and supplies, the bigger the economic transactions and value the platform has.**



# Increasing Assets' Value

Increasing demands of certain assets can increase its value exponentially. We have seen that mind blowing trade value of the current in-market NFTs.

**Naffiti aims to be the one-stop NFT marketplace in Asia - accommodating creators, fans, and anyone to buy or sell NFTs. By creating the community based economy of its own, this process will increase the value of both NAFF Token and the NFTs.**

Various activities can be done within the community such as trading competition, coin price guessing, Meme contest, NFT Experience, and tons of other things to engage with fans/followers.



# Community Engagement & Transactional Model

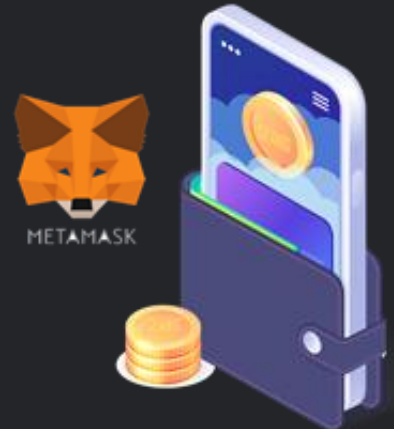
## Digital Wallet - METAMASK

MetaMask allows users to store and manage account keys, broadcast transactions, send and receive Ethereum-based cryptocurrencies and tokens, and securely connect to decentralized applications through a compatible web browser or the mobile app's built-in browser.

Once it's installed, it allows users to store Ether and other ERC-20 tokens, enabling them to make transactions to any Ethereum address.

By connecting to Metamask to the existing platform, users can spend their tokens in Naffiti and trade them on multiple DEXs (decentralized exchanges) and AMMs (automated market makers) to find the best price for a particular token.

**Connecting Metamask to other primary and secondary markets, enables NAFF token holders to sell their NFTs for wider range of audience and collectors - for higher value.**



# Legal Disclaimer

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## PLEASE READ THIS DISCLAIMER SECTION CAREFULLY.

YOU SHOULD CONSULT YOUR OWN ADVISORS CONCERNING THE LEGAL, TAX, ECONOMIC, FINANCIAL AND OTHER ASPECTS ASSOCIATED WITH THE FANS TOKEN PLATFORM.

The NAFF token does not possess any necessary characteristic required to be considered a transferable security, money market instrument, unit in collective investment schemes, a digital currency, commodity, security or any other form of investment in any jurisdiction.

This white paper does not constitute a prospectus or offering document and is not a solicitation for investment and does not constitute an offer of financial instruments, securities to the public or a collective investment scheme. Any decision to purchase NAFF tokens shall be based on consideration of this white paper as a whole.

The Issuer reserves the right to (i) make changes to this whitepaper and any documents inked to the NAFF token and/or holding and use of NAFF token to ensure compliance with the applicable regulatory requirements and (ii) , do all that is necessary to be in compliance with any regulatory requirements, including but not limited to, interrupting, suspending or ceasing the operations or trading of the NAFF token if deemed necessary at the Issuer's sole discretion.

It is solely up to you to ensure that no prior or subsequent approval, notification, registration or licence is needed or if such is needed, it is solely up to you to obtain such prior or subsequent approval, notification, registration or licence or require any form in the country where you are a citizen, national, resident or having a similar connecting factor, or incorporated, registered or effectively managed, and the Issuer shall not in any way be liable for any non-conformity of the above by you.

The NAFF tokens are not available to (i) a natural person being a citizen, national, resident or having a similar connecting factor to; or (ii) a juridical person being incorporated, registered or effectively managed and controlled from or within a country, jurisdiction or territory where the private placement or the holding and use of the NAFF token and/or virtual currency or other tokens at any other moment in time is prohibited by laws, regulations or other practices and policies in the said country, jurisdiction or territory, which is taken to include, but is not limited to the United States of America, or any other jurisdiction where the aforementioned are prohibited.

This white paper, the NAFF tokens and/or the holding, use and trading of the NAFF token carries no rights, whether express or implied, other than for their use on the NAFFITI platform and trading on cryptocurrency exchanges, NAFF tokens do not represent or confer any ownership right or stake, share or security or equivalent rights, intellectual property rights or any other form of participation relating to the Issuer. NAFF tokens do not give you any entitlement to acquire any such interest or entitlement in respect of the Issuer.

The administrator of the Issuer, as identified in the Considerations section of this white paper, are the persons responsible for the information contained in this whitepaper. To the best of the knowledge and belief of the administrators of the Issuer (who have all taken reasonable care to ensure such is the case), the information contained in this white paper is in accordance with the facts and does not omit anything likely to affect the import of such information. The administrators of the Issuer accept responsibility accordingly.

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